

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

PSS0014 – UNIVERSITY STUDY SKILLS

(All sections / Groups)

2 JUNE 2017
3.00 P.M. – 5.00P.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages excluding the cover page.
2. Attempt **ALL FOUR (4)** questions.
3. Please write your answers in the Answer Booklet provided.

Question 1 [20 marks]

- a. State three (3) reasons why students need to set goals and two (2) reasons why they need to manage their time effectively?
(5 marks)
- b. Anita is a social learner. Suggest five (5) learning strategies that would suit her.
(5 marks)
- c. State the five (5) specific memorisation strategies that can be applied by learners.
(5 marks)
- d. What can learners do to develop active learning strategies?
(5 marks)

Question 2 [20 marks]

- a. The following paragraph is an excerpt from a lecture. Read the following paragraph and prepare a lecture note based on the **classification method**.
(20 marks)

Good morning everyone! Welcome to today's lecture. Today, we will be looking into two main areas which are entrepreneurship and the formation of small businesses. Before we continue, let us define what is meant by an entrepreneur. Who is an entrepreneur? Well, an entrepreneur is basically a businessperson who accepts both the risks and the opportunities involved in creating and operating a new business venture. These individuals are usually characterised by their high level of resourcefulness, concern for good personal customer relations, and their ability to deal with uncertainty and risks. There are many examples of successful entrepreneurs in the country. I am sure you heard of Tony Fernandes and Vivy Yussof. These are individuals who have the attributes mentioned earlier. Now moving on to business formation and how do people even begin to form their small businesses. Firstly, people can buy an existing business. Why do people buy over an existing business instead of starting from scratch? To begin with, the existing business has equipment and inventory – which means you save time on hunting for equipment. Next, the business has employees and experts who know the nitty gritty aspects of operating the business – this means you save time on recruiting and training. Next, the business has existing customers, most of whom will probably stick with you - unless this is a professional service business or practice); and most importantly, the business has a track record--you can look at the business' books, records and tax returns and get some sense of how much money you will make. The second method of forming a small business is through franchising which is simply defined as an arrangement in which a buyer – known as the franchisee - purchases the right to sell the good or service of the seller – known as the franchisor. Note that even though it sounds easy, it comes with several disadvantages. Firstly, the start-up cost is usually high because there are predetermined equipment or technology that you have to purchase. Next, is due to the

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ongoing payments that you have to pay the franchisor – such as the franchising fee. Then there are also several restrictions and rules that are imposed by the franchisor.

Question 3 [20 Marks]

- a. i) State the steps involved in the SQ3R system. (5 marks)
- ii) Explain what learners should do for each of the SQ3R system. (5 marks)
- b. Read and paraphrase the following statements. (10 marks)
 - i) Companies that encounter financial turbulence more often than not will be able to get by if they have compelling levels of support and trust from their employees.
 - ii) One of the benefits of being a leader is that it enables you to determine your company's destination and create a team that focuses on getting it there.
 - iii) Police in Kuala Lumpur say a man told officers he fled the scene of an auto accident because he didn't want to deal with his girlfriend yelling at him.
 - iv) For some reason, cheese-topped donuts are quite popular in Indonesia, and in September 2013 KFC decided to get in on the action, offering a glazed donut topped with shredded Swiss and cheddar cheese.
 - v) The expenditure needed to combat climate change will require changes to the federal government's budget.

Question 4 [40 Marks]

- a. i) What is meant by the term 'tone' and how can readers identify an author's tone? (8 marks)
- ii) Identify the author's tone in the following sentence:
"I'm so glad that the bonehead was fired! Now I won't have to deal with his nonsense anymore!" (2 marks)
- b. Read the following situations. What can you infer from the following situations?
 - i) Anna is answering her Maths test. She is frowning and fidgeting at the same time. She writes something on her paper then erases what she has written. She massages her forehead and scribbles something on her paper, turns the page and reads the other questions.
 - ii) Sam submits his assignment to his lecturer's office. The lecturer flips through the pages of his assignment, nods a couple of times and smiles. The lecturer thanks him and tells him he can go.
 - iii) Danny went to the exam and record department to get his results. He stepped out of the office with his head down. With slumped shoulders, he walked heavily towards the door and left the building.
 - iv) Mr. Smith is on the phone with his staff. He stands up as he speaks and starts waving his other hand in the air frantically. He ends the conversation abruptly and slams the phone on the phone hook.

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- v) Jane is at the cashier. She is about to pay for her coffee and cake. She rummages through her handbag then puts her hands in her pockets. She looks left and right apologises to the barista and cancels her order.
- (10 marks)
- c. Read the following statements. Write **T** if the statement is **TRUE** and **F** if the statement is **FALSE**.
- i) Learners who read articles with the purpose of evaluating and analysing the ideas will apply the analytical reading method.
 - ii) The PRWR method refers to an outlining method that can be applied by learners.
 - iii) Author's biasness refers to the author's inclination toward a particular viewpoint.
 - iv) Previewing a reading material provides learners with a mental outline of the material they are about to read.
 - v) Effective highlighting of reading materials will help learner form effective review questions.
 - vi) Mapping works best with visual learners.
 - vii) An assumption refers to an expression or idea that is overly used.
 - viii) The first step in writing a summary is to identify all the main points mentioned in the reading material
 - ix) Active reading makes reading easier as it allows readers to prepare a mental outline of the reading material being read.
 - x) One of the ways authors mislead readers is by ignoring contradictory evidence.
- (10 marks)
- d. Read the following statements. Write **F** if the statement is a **FACT** and **O** if the statement is an **OPINION**.
- i) Air Asia offers passengers better value for money than any other low cost carrier.
 - ii) Setting up a business from scratch is always difficult compared to purchasing an existing business.
 - iii) According to Reuters the price of crude oil is expected to drop from USD1.25 per gallon to USD 1.09 per gallon within the next few days.
 - iv) It is a proven fact that female students generally perform better than male students.
 - v) Most students agree that Statistics and Probability is one of the most challenging subjects in college.
- (10 marks)

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